



www.KCTV5.com
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KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

CONTRACT

<u>Contract / Revision</u> 495027 /		<u>Alt Order #</u>
<u>Product</u> MO Lieutenant Governor		
<u>Contract Dates</u> 10/08/12 - 11/05/12	<u>Estimate #</u> Montee for MO 2012	
<u>Advertiser</u> Susan Montee		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Local House - KCTV	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 154.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Ruth Burke & Associates
Attention: Dawn Thibodeau
Media Buying & Consulting
4050 Pennsylvania #103
Kansas City, MO 64111

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KCTV	10/08/12	11/05/12	KCTV5 News @ 4P	4-5pm		:30				NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----				0	\$0.00	0.00			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$275.00	0.00			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$275.00	0.00			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$275.00	0.00			
	Week:	11/05/12	11/11/12	M-----				1	\$275.00	0.00			
N 2	KCTV	10/08/12	10/14/12	KCTV5 News @ 4P	4-5pm		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$250.00	3.00			
N 3	KCTV	10/08/12	10/14/12	KCTV5 News @ 5P	5-530pm		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$350.00	4.30			
N 4	KCTV	10/08/12	11/05/12	KCTV5 News @ 5P	5-530pm		:30				NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----				0	\$0.00	0.00			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$400.00	4.30			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$400.00	4.30			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$400.00	4.30			
	Week:	11/05/12	11/11/12	M-----				1	\$400.00	4.30			
N 5	KCTV	10/08/12	10/14/12	KCTV5 News @ 6P	6-630pm		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$350.00	4.30			
N 6	KCTV	10/08/12	11/05/12	KCTV5 News @ 6P	6-630pm		:30				NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----				0	\$0.00	0.00			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$400.00	4.30			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$400.00	4.30			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$400.00	4.30			
	Week:	11/05/12	11/11/12	M-----				1	\$400.00	4.30			
N 7	KCTV	10/08/12	10/14/12	KCTV5 News @ 10P	10-1035pm		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--				3	\$600.00	4.30			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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N 8	KCTV	10/08/12	11/05/12	KCTV5 News @ 10P	10-1035pm		:30				NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----				0	\$0.00	0.00			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$650.00	4.30			
		Week: 10/22/12	10/28/12	MTWTF--				3	\$650.00	4.30			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$650.00	4.30			
		Week: 11/05/12	11/11/12	M-----				1	\$650.00	4.30			
N 9	KCTV	10/15/12	11/04/12	KCTV5 News @ 10P Sat	10-1035pm		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$400.00	3.70			
		Week: 10/22/12	10/28/12	-----S-				1	\$400.00	3.70			
		Week: 10/29/12	11/04/12	-----S-				1	\$400.00	3.70			
N 10	KCTV	10/08/12	10/14/12	KCTV5 News @ 10P Sat	10-1035pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-				1	\$400.00	3.70			
Totals										154.10		44	\$19,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	30	\$13,100.00	\$11,135.00
10/29/12 - 11/05/12	14	\$6,225.00	\$5,291.25
Totals	44	\$19,325.00	\$16,426.25

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KCTV/Kansas City

Kim Edney

Date:

9/20/12

I, Jon Knoll

being/on behalf of: Susan Montee/Montee for Missouri, a legally

qualified candidate of the Democrat political

party for the office of: Lieutenant Governor

in the Missouri

election to be held on: November 6th

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p>per attached RB&A order</p>					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Montee for Missouri

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Russel Purvis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/13/12

Date

Jon Knoll

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title